

Porsche Experience Center Fact Sheet

PORSCHE EXPERIENCE CENTER ATLANTA FACT SHEET

As the first of its kind in North America, the [Porsche Experience Center Atlanta](#) is a destination where customers and enthusiasts alike can immerse themselves in the Porsche brand. The highlight of the facility is its two driver development tracks, the South Track (opened in 2015) and West Track (opened in 2023), designed to simulate everyday driving conditions and provide more challenging environments to experience the thrill of driving a Porsche. The venue is also home to a Heritage Gallery, Porsche Classic and the Porsche Exclusive Manufaktur - Personal Design Studio. In addition, the experience center also includes a Driving Simulator Lab, the Porsche Retail Store, the Carrera Café, and [Restaurant 356](#) for the ultimate fine-dining experience.

[Driver Development Tracks](#)

South Track

- Handling Circuit: a one-mile handling course designed to mimic a winding country road with a number of corners and undulations. Here, a driver will learn the finer points on choosing the correct path when navigating the curves and proper application of accelerating and braking technique.
- Kick Plate: tests vehicle control skills when encountering a skid or spin. The kick-plate is a flush-mounted, hydraulically actuated plate placed before a wetted epoxy surface. As a vehicle travels over the plate at a safe rate of speed, sensors move the plate randomly left or right to mimic sliding that might occur during inclement weather conditions.
- Off-Road Course: features 21 different off-road obstacles including a 1.1 ratio hill climb and a 45-degree vertical descent challenge to demonstrate the expansive capabilities of a Cayenne's off-road engineering and safety technology (*temporarily unavailable*).
- Dynamics Area: tests the speed, agility and lane-change performance on a large asphalt pad designed to simulate unique maneuvers you may encounter during your daily driving.
- Low-Friction Circle: provides over-steer capabilities of a Porsche vehicle at the low-friction circle with uniform inward slope and polished concrete surface.
- Low-Friction Handling: a similar polished concrete surface as the Low-Friction Circle, except it introduces a series of unique, tight curves, with a mixture of various radius types on-and-off camber corners.

West Track

- Low-Friction Circle: allows drivers to experience the understeer and oversteer characteristics of a Porsche on a wet, polished concrete surface that is over 196 feet in diameter.

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- Ice Hill: simulates an icy mountain road where a driver is likely to lose control up or down the hill. It has an eight percent slope, computer controlled water jets and a low friction polished surface, which provides a unique and challenging scenario to test even the most experienced of drivers.
- Autocross Area: arranged on a large paved area, drivers will navigate through slaloms, acceleration zones, and cone obstacles.
- Handling Circuit: a 1.3 mile motorsports-inspired driving circuit that is designed to mimic elements from several iconic race tracks such as Laguna Seca, Nürburgring and Le Mans.
- Over approximately 130 vehicle fleet with core Porsche vehicles.
- Customers can book various driver experiences through [porschedriving.com](https://www.porschedriving.com).

Driving Simulator Lab

- Cost-effective introduction to driving and racing.
- Links driver training and coaching to safety and driving enjoyment.
- Brings to life the visual thrill of driving on top-level racetracks around the world through driving simulators.
- Intentionally designed to replicate characteristics of famous circuits.
- Uses highly responsive actuators and algorithms to create realistic driving experience.
- Helps engineers and drivers optimize car setting prior to a race.
- Provides a fun entertainment option for those simply seeking something different.
- Ideal for team buildings.

Porsche Exclusive Manufaktur – Personal Design Studio

- Gives customers the opportunity to build their most personal Porsche.
- Offers a wide selection of leather, paint samples and specialty parts.

Heritage Gallery

- The Heritage Gallery is an exhibition-style gallery displaying Porsche vehicles from significant collections. The exhibit rotates yearly but vehicles cycle through regularly.
- Features an inviting Porsche Cars North America Heritage Archive & Library of historical documents, books and memorabilia along with donations and loans from private individuals.

Porsche Classic

- Porsche Classic opened a state-of-the-art facility on the Atlanta campus in January 2023, and serves as the only Factory Restoration facility globally outside of Stuttgart, Germany.

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- Factory Restoration provides full vehicle restoration and preservation services to all Porsche Classic street production models. Any vehicle from the 356 through the 987/997 models, including the Carrera GT, is eligible for all Porsche Classic services. In-house capabilities include a paint booth, body shop, upholstery studio, and a customized fitting lounge to design vehicle finishes.
- Porsche Classic also manages the [Sonderwunsch](#) (Special Wishes) program for all Porsche models that have taken customer delivery. These programs include Sonderwunsch Factory One-Off, and Factory Re-Commissioning.

New Vehicle Delivery Program

- Offers a remarkable experience and atmosphere to celebrate the acquisition of the customer's latest factory order.
- Includes a private vehicle orientation with a New Vehicle Delivery Specialist, drive experience on the Driver Development Track in a Porsche similar to the customer's new vehicle, a tour of facility and lunch for two in Restaurant 356.
- The program is available to those customers purchasing a new vehicle at the time of the configuration.

Restaurant 356

- A contemporary world-class fine-dining experience featuring seasonal menus and daily specials.
- Unforgettable views of the driver development tracks and Atlanta's Hartsfield-Jackson International Airport.
- Open for lunch Tuesday-Saturday from 11:30 a.m. to 2:30 p.m with reservations via [Open Table](#).

Carrera Café

- Barista-style café featuring a selection of coffees, drinks and light fare.
- Open Tuesday – Saturday from 8:00 a.m. to 6:00 p.m.

Technical Training Center

- The Technical Training Center supports 197 Porsche dealer partners and administers training to over 1,900 technicians. Technical training is provided for the latest Porsche models and also takes place in Easton, PA, and Eastvale, CA.
- Trains current technicians on new systems as well as aspiring technicians through the [Porsche Technology Apprenticeship Program](#) (PTAP).
- Scope of training ranges from general servicing to specialized system repair.
- Fully equipped with state-of-the-art Porsche vehicle alignment and tire equipment.
- Includes Porsche Approved Collision Center (PACC) for training on proper repair techniques.

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PORSCHE EXPERIENCE CENTER ATLANTA CONTACT INFORMATION

Website

www.porschedriving.com

Phone Number

Main contact number: (888) 204-7474

Email

General information: PECATLinfo@porsche.us

Group & corporate events: PECATLevents@porsche.us Retail

Store: PECATLretail@porsche.us

Media inquiries: PR@porsche.us

Facebook

<https://www.facebook.com/PECAtlanta/>

Instagram

[@PECATL](https://www.instagram.com/PECATL)

Main PEC Atlanta Hours

- Tuesday – Saturday, 9:00 a.m. – 6:00 p.m.;
 - South Track driving sessions: 9:30 a.m., 12:30 p.m., 3:30 p.m.
 - West Track driving sessions: 10:00 a.m., 1:00 p.m., 3:30 p.m.
- Demonstration Laps with Porsche Drive Coaches driving:
 - South Track: 11:00 a.m., 2:00 p.m., 5:00 p.m.
 - West Track: 11:30 a.m., 3:30 p.m.

Parking

Free